



MT 2018/2019

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THE WINTER TRAVELER

- Core demo of adults 25-54 with a slight skew toward males
 - While people 63+ skied the most days (8+)
- HHI of \$115K + exceeds the national average with an index of 165
- Prefer active vacations and traveling to places that they **haven't visited before**
 - *This was also supported in the RRC data.*
- Skiing core demo are more likely to take longer vacations rather than weekend trips

Source: 2018 Doublebase GfK MRI

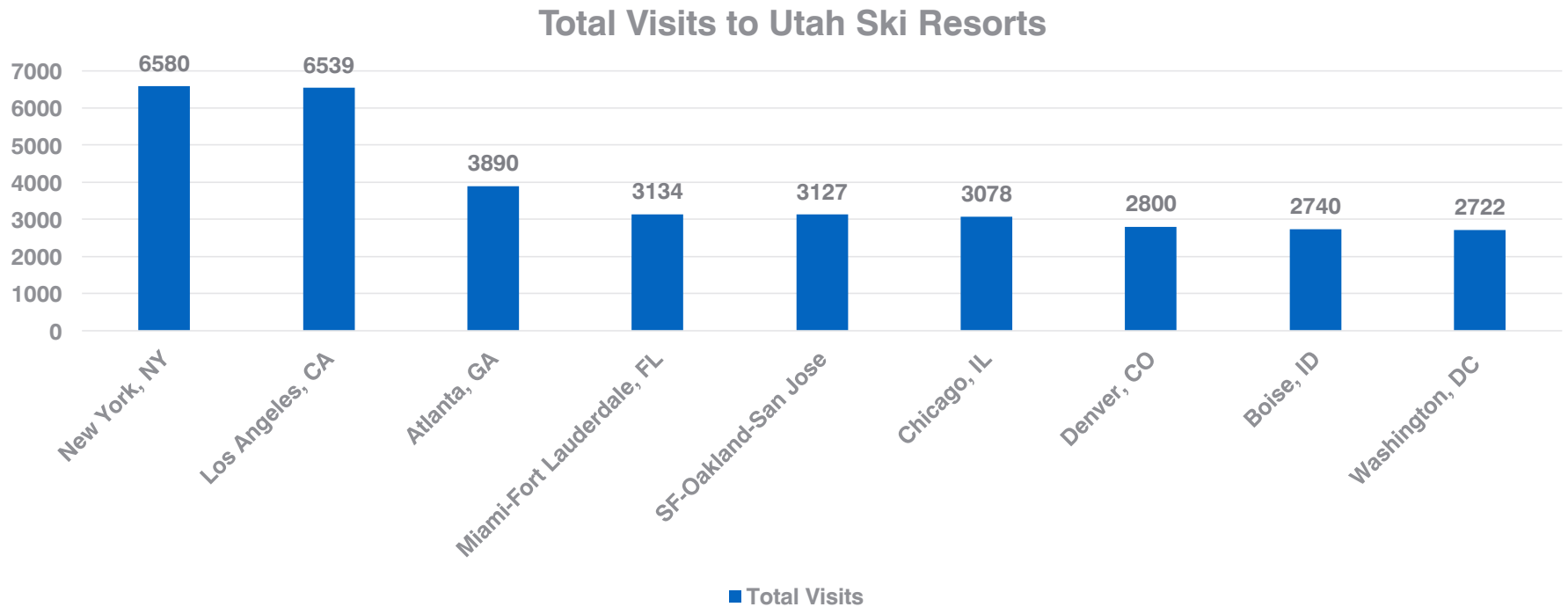
A LOOK BACK AT MT 2018

- The 2017/2018 MT campaign reached 1.7M snow traveling households, up from the previous year's 1.6M
- The new campaign creative received stronger evaluative ratings than the prior FYG campaign
- Online, the campaign tracked over \$8M in hotel booking revenue
- February and March generated our most ad exposed arrivals into the state
- Mobile advertising generated an incremental lift in ski resort visitation of 36%
- Two videos produced by ChefsFeed generated more 439K completed views (Avg. view time of 2:54)

MEDIA PLAN RECOMMENDATIONS

- Make adjustments to the Out-Of-Home strategy by entering office buildings and returning to airports
- Launch early campaign with a Native strategy rather than custom email
- Connected TV in test markets Houston, Dallas, Atlanta, Miami
- Retarget past visitors and convince them to come back
- Support long form video through new partnerships with airlines and ski endemic websites
- Continue to **innovate!**

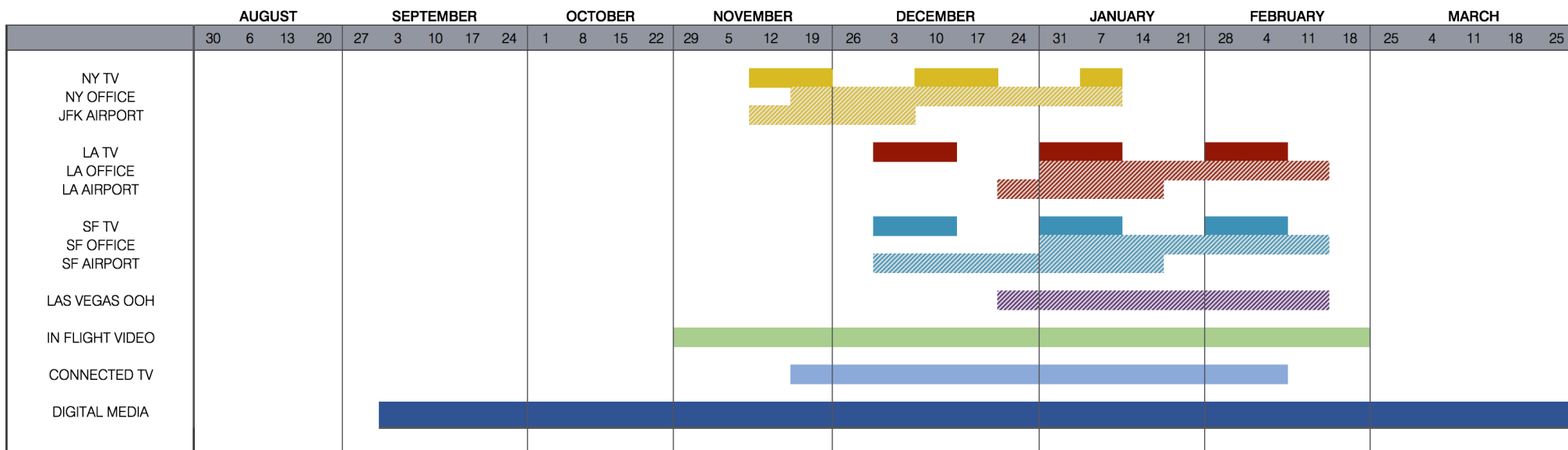
MEDIA PLAN RECOMMENDATIONS ATLANTA OR MIAMI



BUDGET BREAKDOWN

Media	2017/2018	2018/2019	Difference
TV	\$1,591,156	\$1,380,233	-13.2%
Out of Home	\$310,912	\$297,667	-4.2%
Digital	\$1,137,751	\$1,345,420	18.2%
Social Media	\$135,000	\$135,000	-
PPC	\$65,000	\$65,000	-
Long-Form Video	N/A	\$125,000	-
Print-Polybagging (SkiUtah)	\$90,000	\$90,000	-

MOUNTAIN TIME 2019 FLIGHT DATES



Television



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SPOT TELEVISION

PLANNING STRATEGY

- **Markets: New York, Los Angeles, and San Francisco**
- Target A25-54 demo
- Minimum 35% Prime / Sports
- 50/50 :30 & :15 spot mix
- Continue with 3 stations/market, allowing schedule to target best programming across market, while still leveraging budget for partnerships and added value
- 100% TRP post guaranteed

SPOT TELEVISION

New York

Los Angeles

San Francisco

Station Partners

WNYW, WCBS, WABC

KTTV, KCBS, KTLA

KGO, KTVU, KPIX

TRPs

670

850

775

Impressions

53,799,000

56,401,000

21,606,000

Prime / Sports %

35%

41%

36%

Reach / Frequency

88% / 8x

93% / 9x

92% / 8x

Spend

\$500,308

\$496,928

\$341,450

CPP / CPM

\$747 / \$9.30

\$585 / \$8.81

\$441 / \$15.80



PARTNER ADDED VALUE

New York

WCBS

- Utah Mountain Time Vignettes (25x)
- Prime Menu Board Sponsorship (1 week)
- :30 Time Bank (42x)

WNYW

- Weather / Ski Report Snipe (6 weeks)
- Video Postcard Vignettes (25x)
- Dayparted bonus spots

WABC

- Ski Report Sponsorship (6 weeks)
- Menu Board Sponsorship (5 weeks)
- Dayparted bonus spots

Los Angeles

KTTV

- Weather / Ski Report Snipe (6 weeks)
- Video Postcard Vignettes (48x)
- Dr. OZ Travel/Ski Tip Vignettes (48x)
- Fox 11 Sports Wrap Sponsorship (4x)
- Good Day LA Travel Spotlight (4x)
- Dayparted bonus spots

KCBS

- Erica Olsen Custom Vignettes (90x)
- KCBS Spot Bank ROS (104x)
- KCAL Spot Bank ROS (45x)
- Dayparted bonus spots

KTLA

- 5 Reasons Vignettes (100x)
- Snow Report (10 weeks)

San Francisco

KPIX

- Erica Olsen Custom Vignettes (48x)
- Spot Bank ROS (54x)
- Dayparted bonus spots

KGO

- :10 web/social drivers (30x)
- 2-Minute Travel Pods (18x)
- Dayparted bonus spots

KTVU

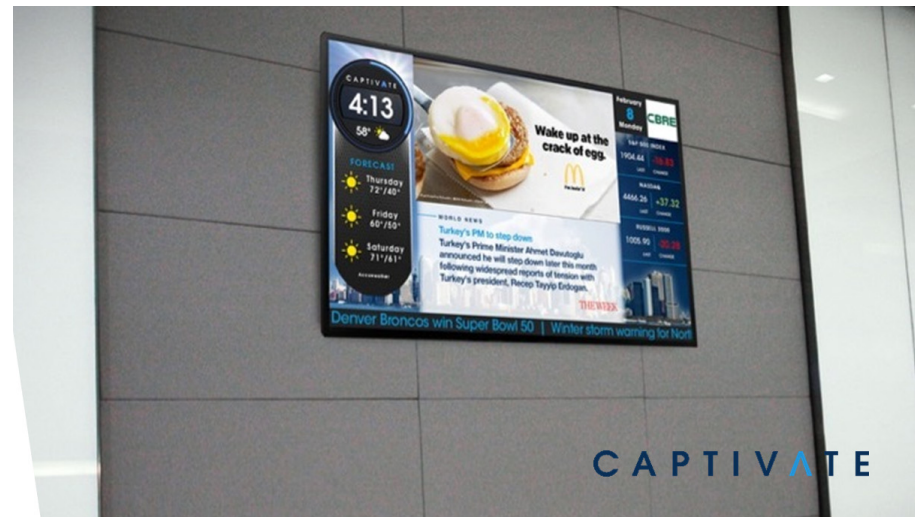
- Video Postcard Vignettes (30x)
- Dayparted bonus spots

Out of Home

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OFFICE BUILDING NETWORK

- Utilizing on-location elevator and lobby screens, Utah Office of Tourism can target affluent professionals within a mix of live news, weather, and business advice.
- Office Building Network viewers are 33% more likely to Go Skiing on domestic vacation
- 48% of travel research is conducted at work
- 44% of travelers book trips during work hours



Source: Vision Critical Office Pulse, March 2018

Source: 2017 Nielsen MRI Doublebase. Universe: Adults 18+.

Integrate Branding Throughout The Screen

Drive consideration with an engaging execution that includes Utah Office of Tourism full motion video messaging, custom branding and alignment with Travel content.

Include Utah's local weather or live ski conditions to entice prospective visitors to visit Utah during the ski season

Feature branding throughout the left-hand side of the screen & content area



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UTAH'S CURRENT WEATHER
35° ❄️ **12:15**

READY TO SKI?

TRAVEL
Utah's ever-fluctuating Great Salt Lake
2.6 billion gallons of water evaporates every day from the Great Salt Lake. Though larger than Delaware, the lake rarely gets deeper than 33 feet.

Fodor'sTravel

Utah Office of Tourism Ad

- Full Motion Video
- Flash animation
- Static imagery

Align with relevant
Travel content

(Captivate will work with Utah Office of Tourism on content selection)

To see animation, view in
PowerPoint Slide Show mode

FULL SCREEN INSTAGRAM TAKEOVER

Utah Office of Tourism can extend its social media strategy and showcase Instagram photos aligned with an IAB-size ad.



Utah Office Of Tourism
can select photos from
Instagram that can be
rotated

OFFICE BUILDING NETWORK

- Target office buildings in each market that show an over-index to “Ski & Snowboard Enthusiasts”
 - New York – 99 Buildings – 6 Weeks – 9,755,669 Impressions
 - Los Angeles – 66 Buildings – 5 weeks – 4,465,699 Impressions
 - San Francisco – 38 Buildings – 5 Weeks – 2,471,088 Impressions
- :15 Video Placement targeted around peak vacation planning hours / weekdays
- Added Value: 2-Weeks Instagram Takeover placement, all markets – 7,973,472 Impressions

Total Investment: \$166,667

Total Impressions: 24,685,927

\$6.75 CPM

AIRPORT ADVERTISING

- **JFK – Digital Power Poles**

(76) Faces, Full Airport Coverage

:10 Static or Full Motion

4 Week Placement – 13,605,520 Impression

\$42,222 Cost / \$3.10 CPM

- **LAX – Digital Power Poles**

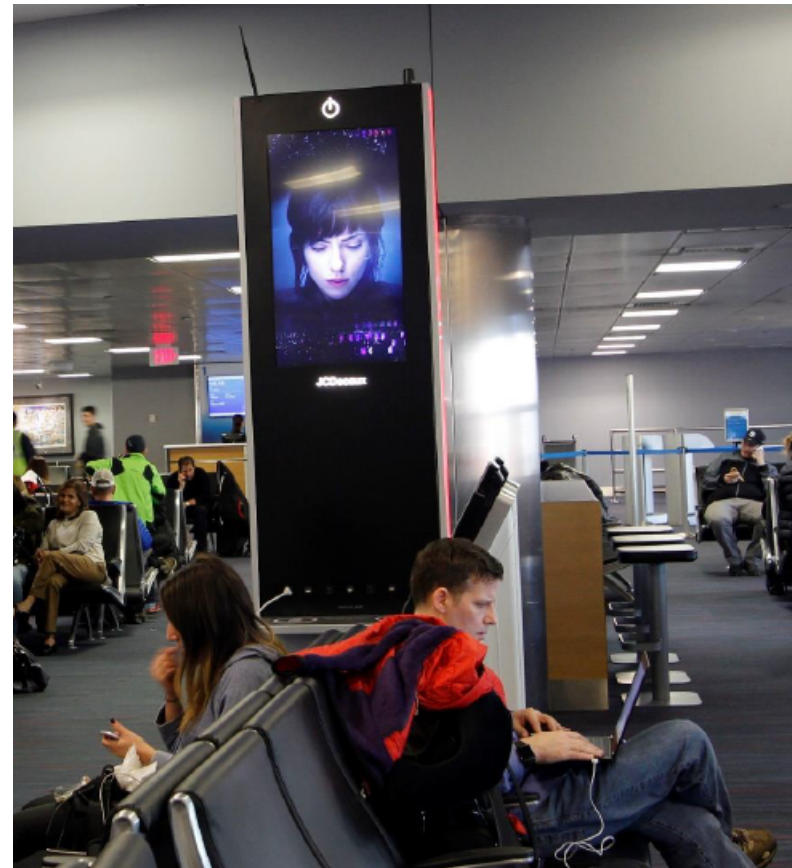
(56) Faces, Full Airport Coverage

:10 Static or Full Motion

Added Value: Terminal 2 (Delta) Digital Video Bridge

4 Week Placement – 16,077,992 Impression

\$36,000 Cost / \$2.24 CPM



AIRPORT ADVERTISING

- SFO – Terminal 3 Video Wall
 - (2) Faces – United Airlines Departures
 - :10 Static or Full Motion
 - 7 Week Placement – 15,095,616 Impression
 - \$33,333 Cost / \$4.30 CPM**

Total Airport Advertising Investment: \$111,557

Total Impressions: 44,779,128

\$2.49 CPM



IN-FLIGHT VIDEO

- Long-form video content on Alaska and United Airlines default (free) in-flight channel.
- More than 75% of all passengers report watching the channel during flight
 - Alaska Airlines – 3 million monthly passengers = 2,250,000 estimated viewers/month
 - United Airlines – 2.1 million monthly passengers = 1,575,000 estimated viewers/month



IN-FLIGHT VIDEO

- Recommended Placement:
 - Video: “Insiders Guide to Big Cottonwood Canyon with Caroline Gleich” (2:39)
United Airlines (November) & Alaska (December/January)
 - Video: “Skiing Utah Red Rock + Brian Head BBQ” (4:21)
United Airlines (December) & Alaska (January/February)

Total Investment: \$61,111

(19,564 from Long-Form Budget)

Estimated Views: 12,150,000

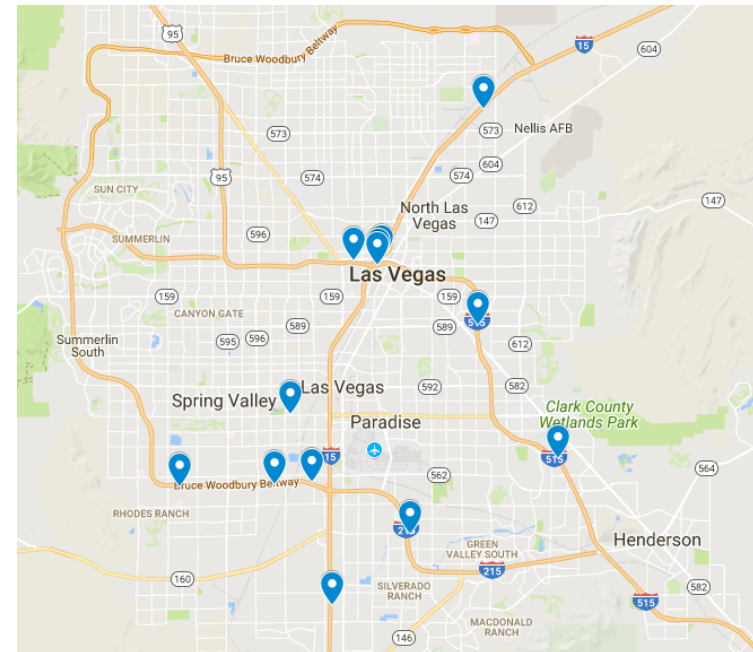
\$5.03 CPM

LAS VEGAS OUTDOOR

- Target Las Vegas market with a digital billboard campaign in/around Las Vegas
- (21) Digital Billboards
14' x 48'
8-sec static ad / 8 advertiser loop
8-Week Flight
14,615,359 impressions

Total Investment: \$19,444

\$1.33 CPM



Digital Media



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DIGITAL MARKETS AND FLIGHT DATES

- Target Markets:
 - National Excluding Utah
 - Test Spot Markets Through Connected TV:
 - Houston, Dallas, Atlanta, Miami
- Flight Dates:
 - September 1, 2018 – March 30, 2019

DIGITAL FLIGHT DATES:

September

- Native

**October 15 –
February 28**

- Native
- Display
- Pre-Roll
- Long-Form
- Mobile
- Connected TV

March

- Native
- Pre-Roll
- Display

TARGETING STRATEGY

20%



See:

People who have traveled to a ski resort and/or have taken snow related winter vacations in the past

50%



Think:

People who are in the early stages of planning their next winter vacation roughly 45 days out.

30%



Do:

People who are ready to book their next winter vacation to a competitive destination.

MOUNTAIN TIME PARTNERS

See



Think



Do

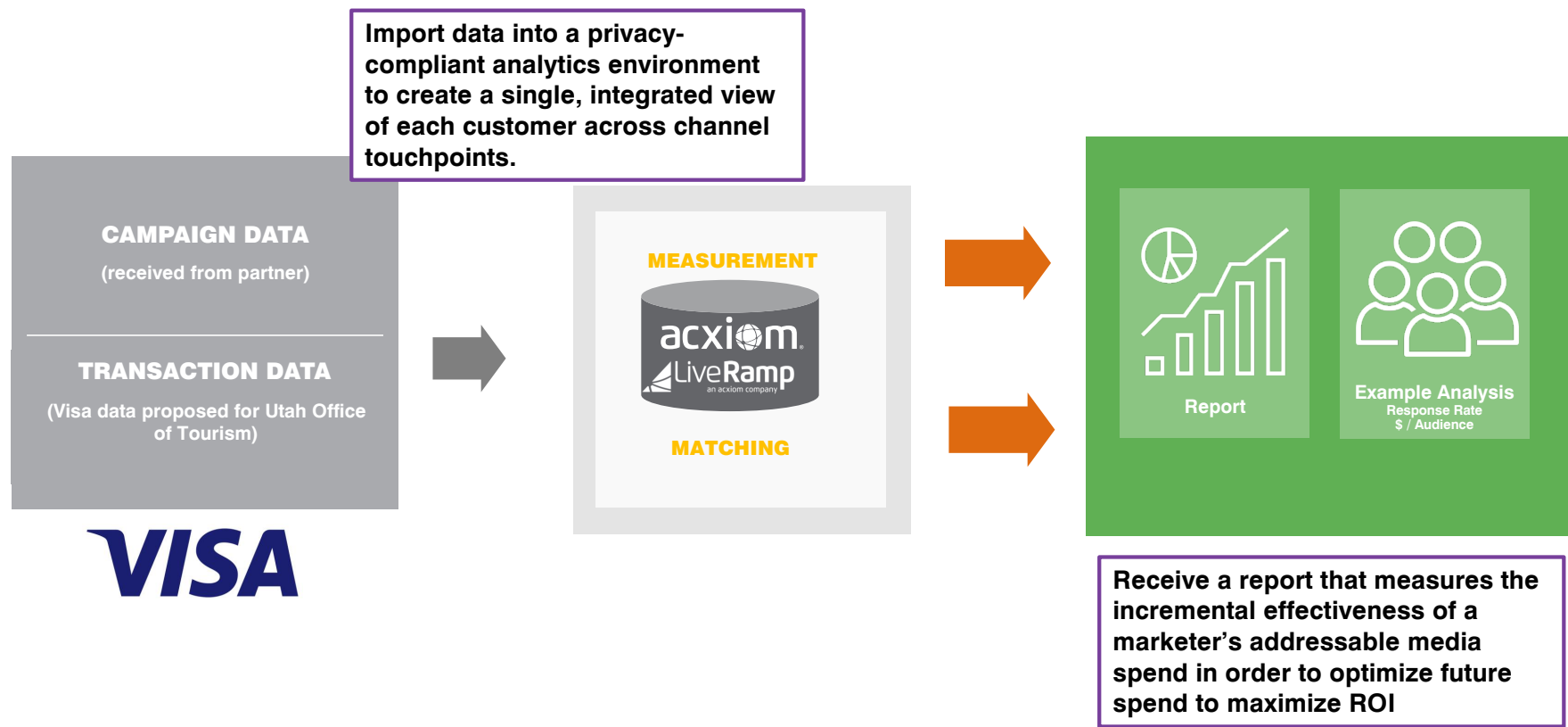


Digital Media: Deeper Dive



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DIGITAL PARTNER STRATEGIES



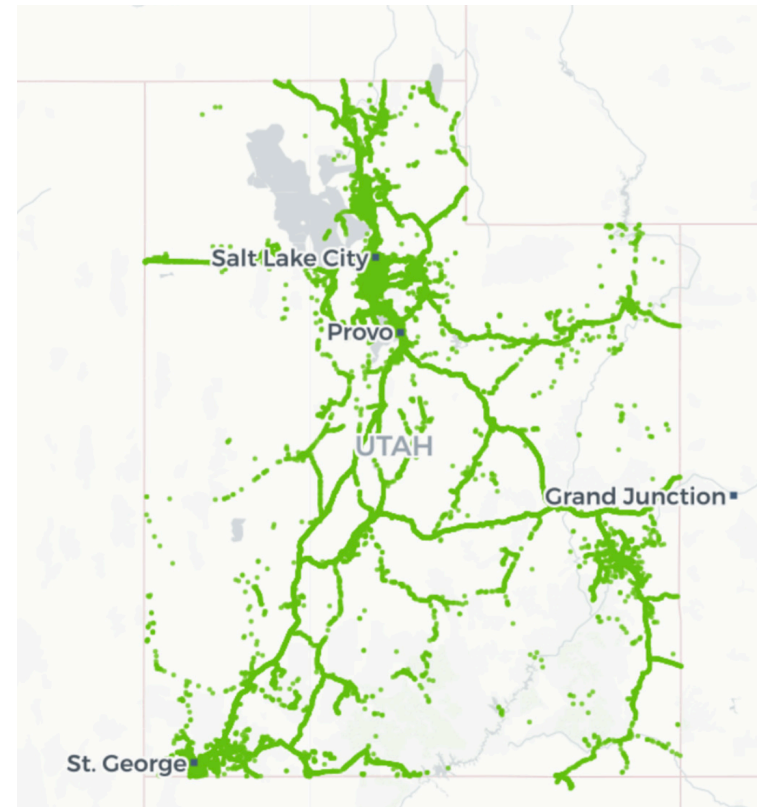
Connected TV



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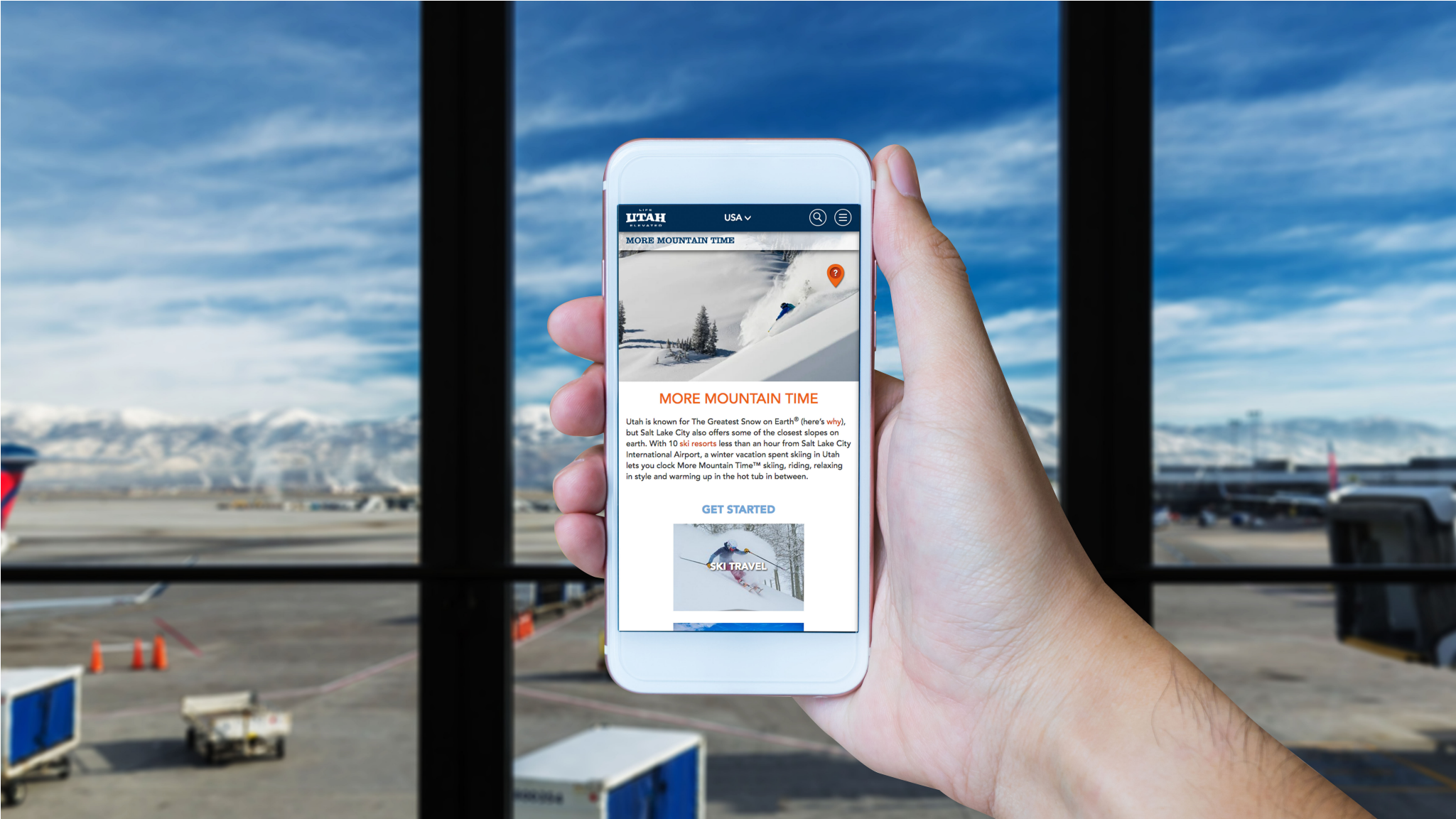
DIGITAL PARTNER STRATEGIES

- Adobe:
 - Connected TV lift reporting in all four target markets.



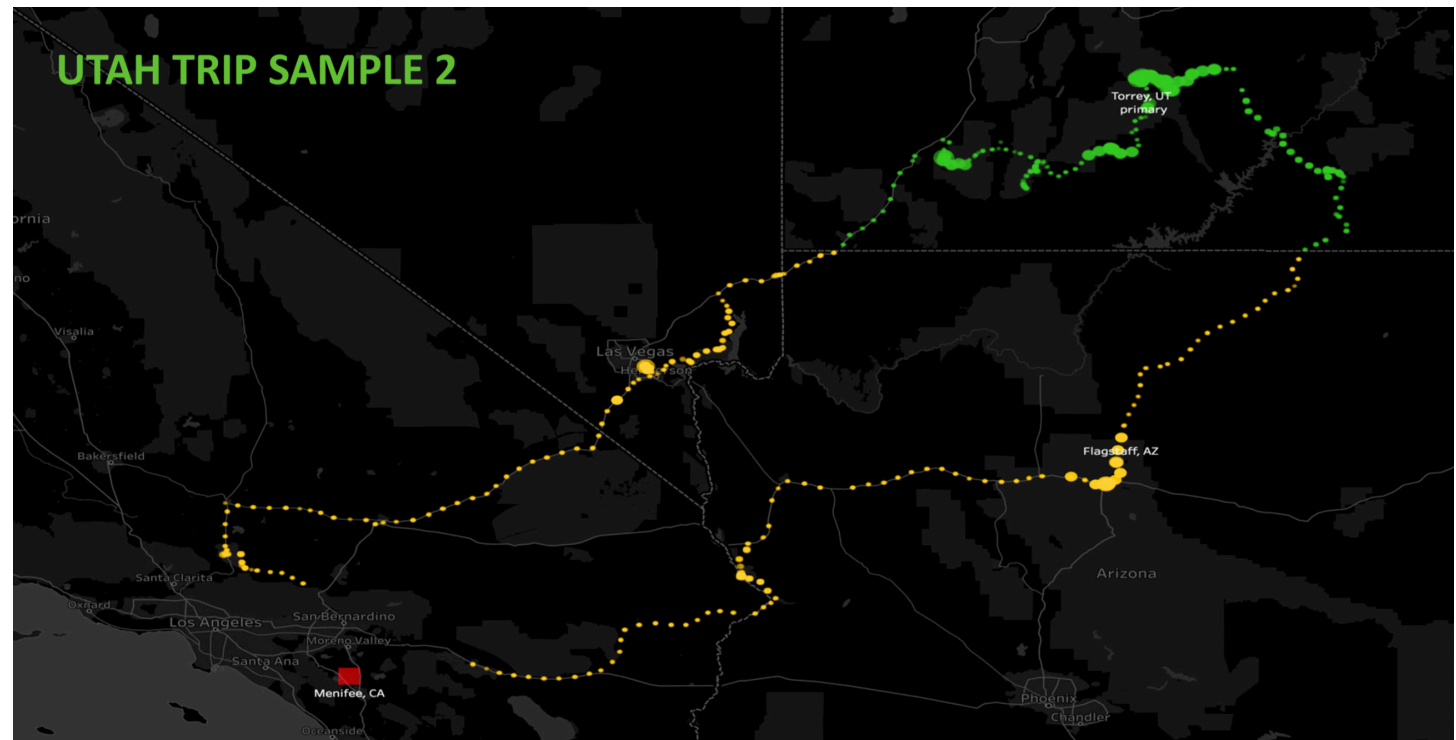








DIGITAL PARTNER STRATEGIES

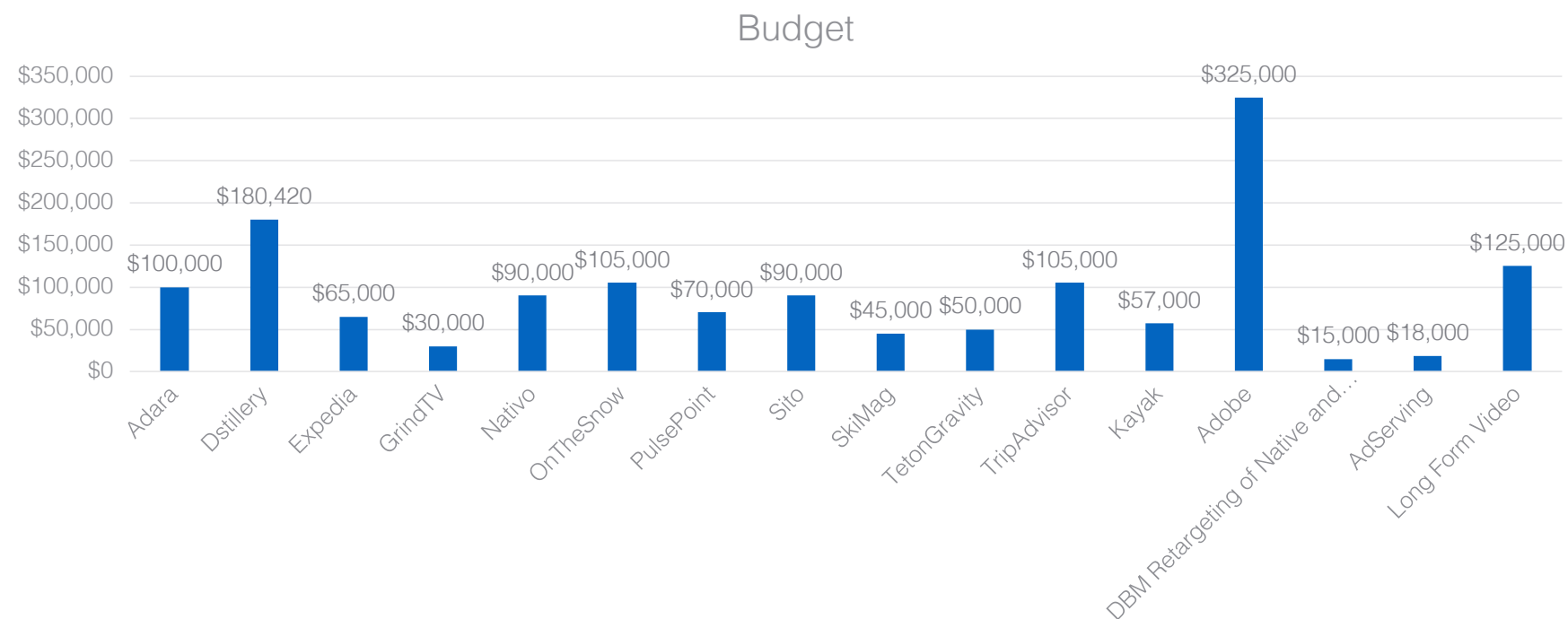




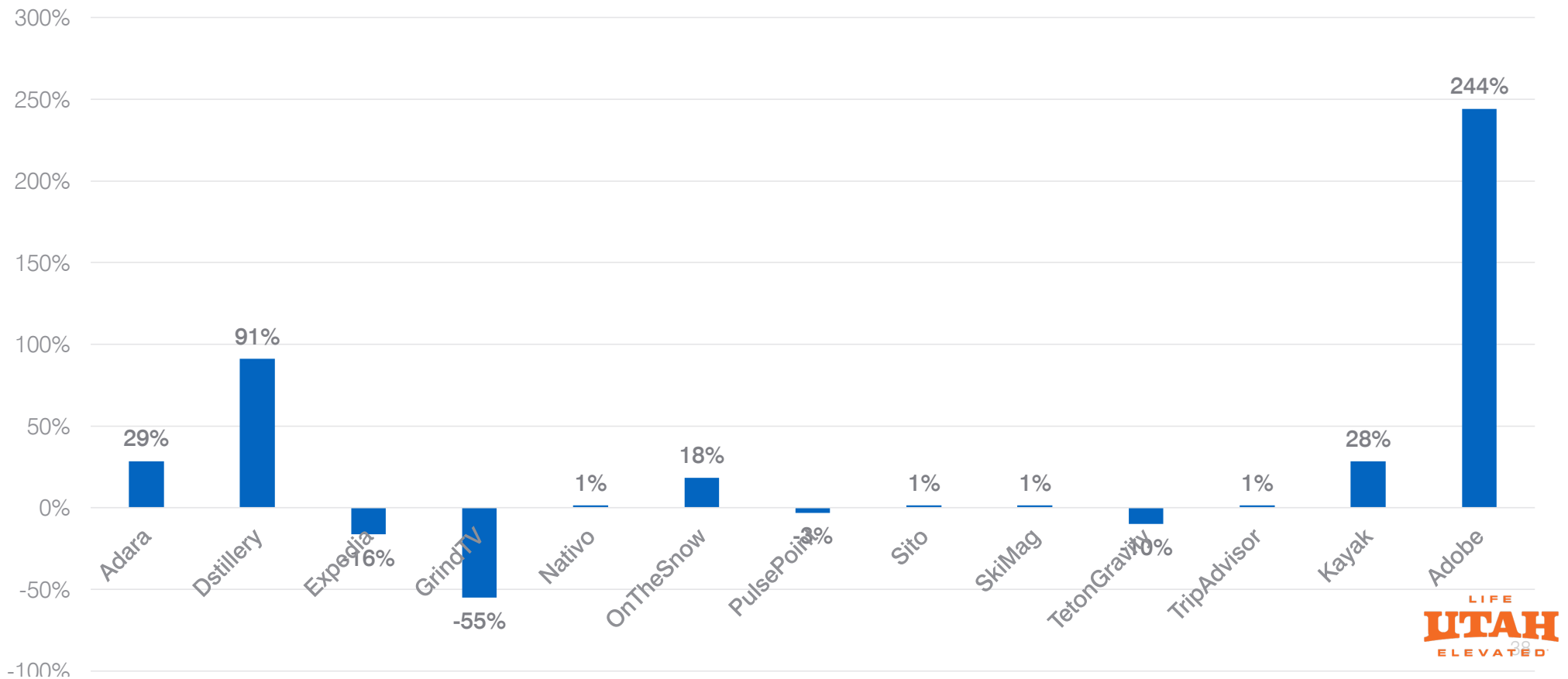
Digital Media Partner Spend

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BUDGET BREAKDOWN MT 2018



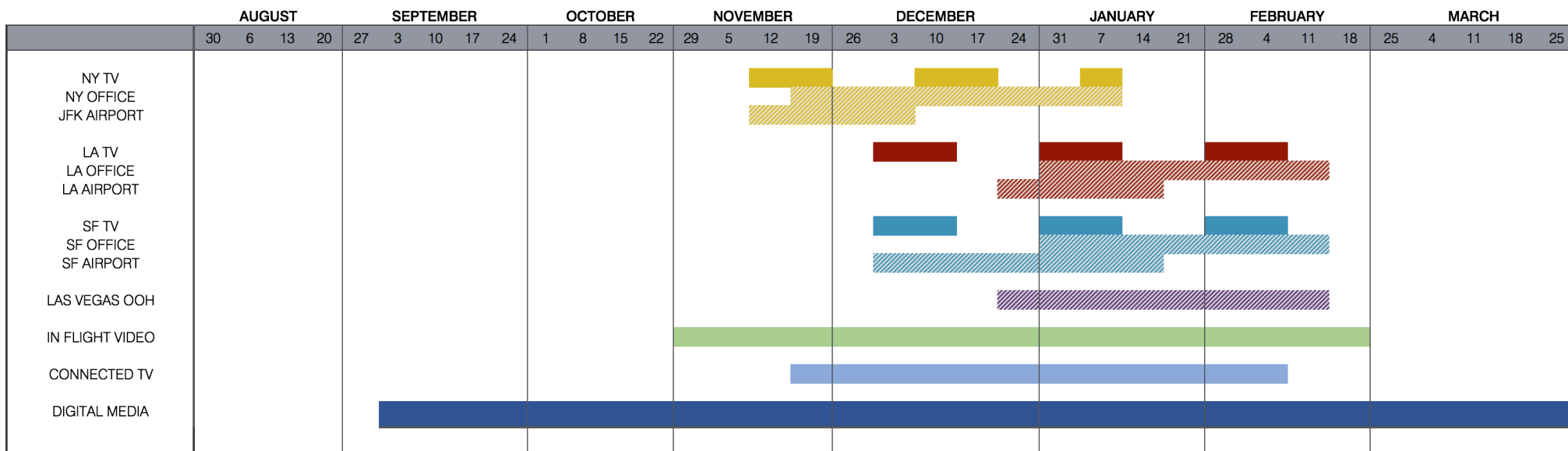
BUDGET BREAKDOWN: PERCENTAGE CHANGE



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Thank You 

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